

Pep Boys' Sales Force to Hear That Business Is Great in '58

Keynoted by the slogan, "Business is great in '58," the Pep Boys, Manny, Moe and Jack, auto supply stores, will hold their 26th annual sales conference this Sunday, April 27, at the Rodger Young Auditorium in Los Angeles. Promotional and advertising plans for the balance of 1958

will be presented to the more than 350 personnel from Pep Boys' 41 California stores, main office and warehouse personnel and department heads. Business Is Good "Business is good at the Pep Boys," stated Murray Rosenfeld, Pep Boys general manager.

"Our sales are ahead of last year which was the best year in our company's history. Our nation's economy is strong. Savings are at an all time high. People have need for all types of merchandise. This need can be translated into sales by offering good quality, wanted merchandise at

attractive prices and aggressively promoting it through newspaper and other media advertising. Equally important is Pep Boys customer relations program. Friendly, courteous service has always been of utmost importance at Pep Boys.

Toastmasters Plan Course For Timid Public Speakers

Does speaking before crowds frighten you? As a public service, the South Bay Club of Toastmasters International will conduct an intensive eight-week "Speechcraft" course, starting May 7, for men interested in improving their speaking abilities.

The course will be conducted on Wednesday nights during regular Toastmaster meetings at the Redondo Beach Elks Club. Sessions will start at 6:30 p.m. Course Set Dr. Robert Seaman of Manhattan Beach, the club's educational vice president, will direct the program. He announced that the following subjects will be covered in order:

"Introduction to Public Speaking," "How to Gather Speech Material," "How to be a Confident Speaker," "How to Plan and Build a Speech," "How to Evaluate and Listen," "How to Develop Posture and

Gestures," "How to Add Life to Your Voice," and "Techniques and Rules for Presiding Over Meetings." Dr. Seaman emphasized that the "Speechcraft" training is open to all men in the South Bay area. They need not be members of the Toastmasters organization to enroll for the course. A nominal fee will be charged to cover cost of training manuals and other literature that will be provided.

May 3 Deadline Deadline for enrollment has been set at May 3. Arrangements may be made by calling Seaman.

At the South Bay Club's last meeting, Tom Rische of Torrance won the first place cup for a humorous speech entitled, "Advice for Bleary-Eyed, Balding Romans." The previous week's winner was John Anagnostis, also of Torrance.

Winners Told Second place speech winner was Leonard Stuewe of El Segundo, who outlined "Six Good Habits a Man Might Acquire." Other formal speakers were Joseph Gagnier, David Fox, and Fred Marshall. Marvin Starkey, who presided as toastmaster, was given special recognition as best official of the evening. Others who assisted with the program were Nathan Gibson, table topic; Roger Cashman, chief evaluator; Peter DeMarco, grammarian, and Lorena Jolley, timekeeper.

Mother of 4 Wins College Poster Prize

Winner of the 1958 cover and poster design contest held in conjunction with the annual El Camino College spring musical is a Torrance mother of four children who attends evening classes and works. Mrs. Dorothy Sutton, 3743 W. 176th St., was named today as the unanimous choice of the six judges who studied more than 30 entries in the annual contest.

The winner's poster, prepared to publicize the forthcoming campus production of Grieg's "Song of Norway," was described as simple in design. It features three, basic colors, black, brown, and white. Programs will follow a design adaptation of the poster, Hamilton M. Maddaford, assistant director of student personnel and a member of the judging staff, noted.

Mrs. Sutton is enrolled in the college advertising design course of study. Judges were Maddaford, R. Neil Hill, Burnett Ferguson, Calvin Greer, Les Thomas, and Willis Weber, all members of the college instructional or administrative staff.

Brownie Troop 207

A hike and cook out provided vacation fun for Brownie Troop 207. The group hiked to El Nido Park where they received instruction in the proper way to lay a basic fire. After the demonstration, the fire was banked with charcoal and the girls toasted marshmallows to make Angel's Delight. Members of the troop who participated were Margie Cummings, Diane Freeman, Janet Garrod, Jackie Giles, Diane and Suzanne Haviland, Cheri and Teri Hollerup, Nancy King, Karen Scheele, Rita Scott, Jan Thompson, Lynda Tilley, and Carmen Weymouth. Chaperones were Sanford B. Tilley and Mmes. Loren Scheele, James Scott, and Howard Thompson.

KEEP TORRANCE

DR. GOOD BUSINESS

You AUTO BUY now!

Dr. Good Business

When you answer your phone... say "YOU AUTO BUY NOW" and win \$25 in merchandise. See page 1 "AUTOSTORY" for details.

VON'S

For Real Eating Pleasure this Week End

U.S.D.A. CALIFORNIA GROWN

FRYING CHICKEN

VON'S 'TABLE KING'

Young, plump, well rounded "Table King" Fryers guaranteed to be delicious and flavorful because they're:

- The best of the U.S. Department of Agriculture California crop
- Fresh dressed, packed in ice and delivered to your nearby Von's daily!

HERE'S CHICKEN AT ITS FINEST!

WHOLE Eviscerated 37^c lb.

CUT-UP FRYERS PAN READY AND MEATY 39^c lb.

Here They Are... Your Favorite Fresh Chicken Parts

Legs & Thighs TENDER AND DELICIOUS 59^c lb.

Breasts WHOLE WHITE MEAT 65^c lb.

Backs & Necks FOR DELICIOUS SOUP 13^c lb.

Wings TO FRY OR BOIL 33^c lb.

ROASTING CHICKENS 3-4 LB. AVG. 49^c lb.

VON'S TABLE KING-EXTRA FANCY

SMOKED PICNICS

VON'S GOLDEN OAK SUGAR CURED-HICKORY SMOKED 5-7 LB. AVG. **45^c lb.**

SPARERIBS EASTERN CORN FED PORK SMALL SIZE LEAN, MEATY-IDEAL FOR BARBECUING 55^c lb.

SWIFF'S PREMIUM-BROWN N' SERVE Link Sausage 1/2 LB. PKG. **49^c**

SEVERE CRANBERRY SAUCE WITH YOUR CHICKEN CRANBERRY SAUCE 19^c

OCEAN SPRAY BELLIED OR WHOLE 16-OZ. CAN

Von's Shellfish For Seafood Salads

MEATY SECTIONS FOR SALADS **Crab Legs 79^c lb.**

EXTRA FANCY MEDIUM SIZE **Shrimp 98^c lb.**

COOKED-AUSTRALIAN **Lobsters 98^c lb.**

FOR BAKING OR FRYING -

PURCH CAUGHT BARRACUDA WHOLE OR HALF **35^c sliced 39^c**

Manning's-Vacuum Packed

COFFEE

ASST'D. GRINDS 1 LB. CAN **79^c**

2 LB. CAN **1.57**

Kounty Kist CORN

GOLDEN WHOLE KERNEL 12 OZ. CAN **2 for 25^c**

Honey Muffin Mix

HARVEST MOON SERVE WITH CHICKEN 8 OZ. JAR **10^c ea.**

Funfair

DROMEDARY FOR CORN MUFFINS 8 OZ. PKG.

FROZEN DESSERT IMITATION ICE CREAM ASST'D. FLAVORS-PINT CTN.

Sweet West PEAS

GARDEN SWEET EXTRA GOOD WITH CHICKEN 303 CAN **3 for 29^c**

Star Kist TUNA

CHUNK STYLE FOR SALADS, SANDWICHES OR CASSEROLES 6 1/2 OZ. CAN **25^c**

Frozen Food Values

JOHNSTON'S FROZEN **APPLE PIE LARGE SIZE 49^c**

SUNKIST-FROZEN-6 OZ. CAN **LEMONADE 2 for 19**

BIRDSEYE 'PREMIUM FLAVOR' FROZEN FOODS

Cut Corn	WHOLE KERNEL	2
Frozen Peas	TENDER GREEN	2
French Fries	EASY TO PREPARE	10-OZ. PKGS.
Chopped Spinach		29^c
Mixed Vegetables		29^c

Breaded Shrimp CERTI-FRESH FROZEN-12 OZ. PKG. 49^c

Breaded Perch CERTI-FRESH FROZEN-12 OZ. PKG. 43^c

Von's Delicatessen Specials!

Buddigs Eastern Smoked CHIPPED BEEF

"Serve in Sandwiches or Creamed" 4-OZ. PKG.

3 PKGS. \$1.00 FOR

VON'S-TASTY & FRESH

Potato Salad PINT CTN. 33^c

BORDEN'S-BUTTERMILK CAN OF 10 BISCUITS **2 CANS 25^c**

Biscuits

CRISCO **SHORTENING 8-LB. CAN INCL. 7c OFF 89^c**

ZEE **TOILET TISSUE FAMILY PACK OF 4 ROLLS 35^c**

LIBBY'S-16-OZ. CAN **PORK & BEANS 2 for 19^c**

VEY'S **DOG FOOD TALL CAN 3 for 19^c**

French Dressing GIRARD'S WINE & VINEGAR-8 OZ. BTL. **39^c**

Tomato Soup RANCHO 10 1/2 OZ. CAN **2 for 21^c**

Sandwich Bags WAXTEX 30 CT. PKG. **10^c**

Fried Noodles JAN-U-WINE 303 CAN **2 for 35^c**

Aluminum Wrap ALCOA 25 FT. ROLL **31^c**

Von de Kamp's SPECIALS April 24-27

CINNAMON ROLLS (Reg. 24) **25^c**

Apple COFFEE CAKE **25^c**

Butter Tiram COFFEE CAKES (Reg. 4 for 34c) **2 for 17^c**

CINNAMON COFFEE CAKE LOAF **29^c**

Bran MUFFINS (Reg. 36c, 34c) **29^c**

English MUFFINS

Bleberry MUFFINS

4-Layer Lemon Coconut CAKE (16. Value) **ea. 89^c**

4-Layer Lemon Coconut CAKE (16. Value) **ea. 46^c**

Fine Candies CHOCOLATE MINTS (Reg. 24) 1/2 lb. box **53^c**

Special for Baking!

TASTY U.S. NO. 1 Idaho Russet

Potatoes

10 LB. BAG **49^c**

Apples WINESAP FOR SALADS OR SNACKS **2 LB. 25^c**

Carrots FRESH-PULLED CLIPPED TOPS **2 1-LB. PKGS. 15^c**

Squash SUMMER OR ITALIAN **2 LB. 25^c**

Lemons THIN-SKINNED EXTRA JUICY **10^c lb.**

Cucumbers CRISP CRUNCHY **19^c lb.**

WEBSTER'S DICTIONARY

GIANT SIZE IN 12 SECTIONS PLUS BINDER **79^c**

Section 7

CHEF MILANI and JUNE APPEARING AT VON'S WHITTIER MARKET THURSDAY & FRIDAY 1 P.M. TO 3 P.M. Playing "It's in the Bag" Prizes & Fun for All

VON'S

PRICES EFFECTIVE THURS., FRI., SAT., SUN., APRIL 24, 25, 26, 27

SALES TAX ADDED TO TAXABLE ITEMS

*WE RESERVE THE RIGHT TO LIMIT QUANTITIES

1260 REDONDO BEACH BLVD.-GARDENA